

University of Texas of the Permian Basin

FalconCommons

College of Arts & Sciences

Dissertations & Theses

5-2002

Impressions of Professional Women as a Function of Clothing Style and Job Title

Tanya Kay Wimberley
University of Texas Permian Basin

Follow this and additional works at: <https://falconcommons.utpb.edu/utpb-cas>



Part of the [Business Commons](#), [Civic and Community Engagement Commons](#), and the [Fashion Design Commons](#)

Recommended Citation

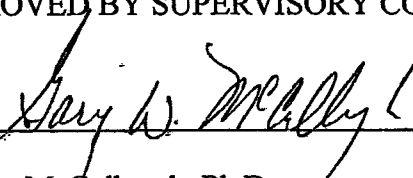
Wimberley, Tanya Kay, "Impressions of Professional Women as a Function of Clothing Style and Job Title" (2002). *College of Arts & Sciences*. 72.

<https://falconcommons.utpb.edu/utpb-cas/72>

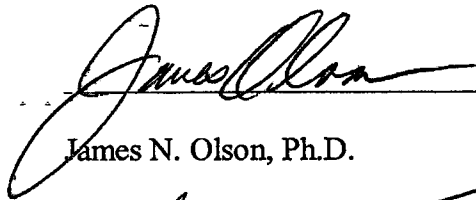
This Thesis is brought to you for free and open access by the Dissertations & Theses at FalconCommons. It has been accepted for inclusion in College of Arts & Sciences by an authorized administrator of FalconCommons. For more information, please contact pappas_j@utpb.edu.

IMPRESSIONS OF PROFESSIONAL WOMEN
AS A FUNCTION OF CLOTHING STYLE
AND JOB TITLE

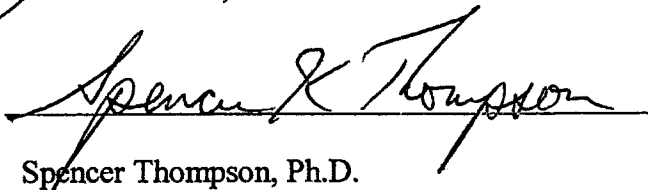
APPROVED BY SUPERVISORY COMMITTEE:



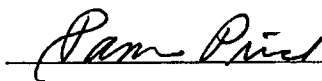
Gary McCullough, Ph.D.
Chairman



James N. Olson, Ph.D.



Spencer Thompson, Ph.D.



Pam Price, MFA
Graduate Faculty Representative

IMPRESSIONS OF PROFESSIONAL WOMEN
AS A FUNCTION OF CLOTHING STYLE
AND JOB TITLE

by

TANYA KAY WIMBERLEY, B.A.

THESIS

Presented to the Faculty of Psychology

The University of Texas of the Permian Basin

In partial Fulfillment

of Requirements

for the Degree of

MASTER OF ARTS

THE UNIVERSITY OF TEXAS OF THE PERMIAN BASIN

May 2002

Abstract

The purpose of the present study was to examine the relationship of Job Title (Sales Manager, Salesperson) with Clothing Style (Short Skirt, Long Skirt, Pants) on perceptions of power. Seventy-eight participants completed the Perception of Power scale. The Perception of Power scale is a questionnaire that contains six measures of interpersonal power. The subscales were also added for an overall measure of power. Included with the questionnaire was a picture of a female model in one of three styles of business suit, applying for one of two jobs, for a total of six conditions. Results of 2 x 3 ANOVAs revealed no significant main effects due to Style of Clothing, Job Title, or an interaction of the two for any measure of power. Men and older participants were significantly more likely than women or younger participants to attribute power to the stimulus model. Results support previous studies that the jacket of the businesswoman's suit is the indicator of power.